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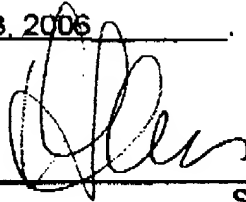
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Attorney Docket No. 52493.000187  
U.S. Application No.: 09/986,354

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Mathew George Majikes et al.

Appln. No.: 09/986,354

Filed: November 8, 2001

For: System and Method for Personalizing and  
Delivering Insurance-Related Content to  
User

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

: Group Art Unit: 3626  
: Examiner: Robert Rines  
: Confirmation No.: 5302  
:  
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**AMENDMENT/RESPONSE**

Sir:

In response to the Office Action dated August 10, 2006, Applicants respectfully request favorable reconsideration of the above-identified patent application in view of the following amendments/remarks, which are believed to place the above-identified patent application in condition for allowance or in better form for consideration on appeal.